

What is claimed is:

1. A fitment comprising a circumscribing wall, a floor extending inwardly from said wall, and a pour spout ascending from an inward portion of said floor, wherein the circumscribing wall has an upper edge that defines a circumscribing wall opening having a given area, wherein the pour spout has a top edge that defines a pour spout opening having a given area, and wherein a ratio of the pour spout area to the circumscribing wall area is greater than about 0.20.
2. The fitment according to claim 1, wherein the ratio of the pour spout area to the circumscribing wall area is greater than about 0.25.
3. The fitment according to claim 1, wherein the ratio of the pour spout area to the circumscribing wall area is greater than about 0.30.
4. The fitment according to claim 1, wherein the ratio of the pour spout area to the circumscribing wall area is greater than about 0.35.
5. The fitment according to claim 1, wherein the floor extends inwardly from a bottom of said wall.
6. The fitment according to claim 1 further comprising a flange extending radially outwardly from an upper edge of the circumscribing wall.
7. The fitment according to claim 1, wherein the floor extends inward from a bottom edge of the circumscribing wall.
8. The fitment according to claim 1, further comprising one or more ribs which extend from an exterior wall of the pour spout outwardly towards the circumscribing wall.

9. The fitment according to claim 1, further comprising a slot in the spout which extends from the floor upwards towards to the upper edge of the spout.
10. A bottle comprising a bottle body having a finish extending upwardly from the body and a fitment received within the body, the fitment having a circumscribing wall which extends generally vertically, a floor extending inwardly from a bottom edge of said wall, and a pour spout ascending from an inward portion of said floor, wherein the circumscribing wall has an upper edge that defines a circumscribing wall opening having a given area, wherein the pour spout has a top that defines a pour spout opening having a given area, and wherein a ratio of the pour spout area to the circumscribing wall area is greater than about 0.20.
11. The bottle according to claim 10, wherein the ratio of the pour spout area to the circumscribing wall area is greater than about 0.25.
12. The bottle according to claim 10, wherein the ratio of the pour spout area to the circumscribing wall area is greater than about 0.30.
13. The bottle according to claim 10, wherein the ratio of the pour spout area to the circumscribing wall area is greater than about 0.35.